JING(KRISTEN) ZHANG

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Education

University of North Carolina at Charlotte — Charlotte, NC
MA in Communication Studies — Aug 2022 – Present
Advisor: Professor Min Jiang. *GPA: 4.00.*
Relevant Coursework: Communication Theory (A), Professional Seminar in Communication (A), Public Relations Theory (A).

Fudan University — Shanghai, China
BA in Communication — Sept 2016 – Jun 2021
Advisor: Professor Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*
Relevant Coursework: Communication Research Methods (A), Academic Writing (A), Data Analysis and Visualization (A)

The University of Sydney — Sydney, Australia
Non-degree Exchange Program — Feb 2019 – Jul 2019
Relevant Coursework: Communication and Social Change in China (HD, equally A in Australian academic system)

Peking University — Beijing, China
Summer Program: Social Science and Research Training — Jul 2020 – Aug 2020
Coursework: Principles of Applied Statistics for Social Sciences, Structural Equation Models, Stata and its Applications

Research Interests

Communication Technology and Society, Social Media, Political Activism, Social Movement, Computational Methods, China Propaganda, Chinese Nationalism in Crisis Management.

Peer-reviewed Conference Papers

[1][Accepted]Why and how do people consume video game live streaming on the platform? An exploratory study linking affordance-based gratification to user engagement.[pdf (TBA)]
Zhang, J., Liu, R. (June 2023).
Paper will be presented at the 2023 annual conference of the International Association for Media and Communication Research (IAMCR), OCP, online. The Division of Digital Audiences.

[2][Accepted]Composition of and collaboration among communication scholars in twenty years of ICA journals (2000-2022).[pdf]

Hatfield, H. R., Hao, H., **Zhang, J.**, Klein, M. S., Fu, Y., Kim, J., Lee, J., Ahn, S. J. (May 2023).
Paper will be presented at the 2023 annual conference of the International Communication Association (73rd ICA), Toronto, Canada. The Division of Computational Methods.

[3]Under what circumstances will people seek scientific information? A structural equation model of communication factors, AI risk-benefit perception and information seeking in China.[pdf]
Zhang, J., Liu, R., Cui, D., Wu, F. (Jul 2022).
Paper presented at the 2022 annual conference of the International Association for Media and Communication Research (IAMCR), online, Beijing, China. The Division of Environment, Science and Risk Communication.
- Jing Zhang was the presenter. [slide]

[4]Living the fantasy on Xiaohongshu: Embodied spatial practices of urban lifestyles.
Xu, D., Cui, D., **Zhang, J.**, Liu, R., Wu, F. (Dec 2021).
Paper presented at the International Conference on Global Cultural and Creative Industries – Development of Cultural and Creative Industries in the Shared World, USC-SJTU Institute of Cultural and Creative Industries, Shanghai, China.

[5]News-find-me perception and news consumption behavior in an algorithmic environment: an empirical study on algorithmic involvement in China.[pdf]
Zhang, J. (Oct 2020).
Paper presented at the 2020 International Communication Association (ICA) – Post Conference: International New Media Forum, Shanghai, China.
- This paper won one of the seven Top Student Paper Awards of the conference.
- Jing Zhang was the presenter. [slide]

Research Experience   **Global Media and Internet Concentration.** *Research Assistant*
Advisor: Professor Min Jiang (University of North Carolina at Charlotte)
Aug 2022 – Present
- Aimed at resolving the research problem of determining media ownership in China through the formulation of a comprehensive data collection.
- Conducted rigorous empirical studies on media ownership in various divisions of the Chinese media industry, leading to novel insights and contributions to the field.

A national survey on fans practice, network connectedness and social participation of teenagers in Gen Z. *Research Assistant*

Advisor: Professor Fang Wu (Shanghai Jiaotong University)

Jan 2020 – Mar 2020

- Developed a questionnaire to investigate the online political discussion and charitable behavior of fan communities in China during the COVID-19 pandemic.
- Obtained a sample size of over 1000 individuals through strategic distribution and promotion of the questionnaire on popular social media platforms utilized by the target population.

Teaching Experience

Teaching assistant, Department of Communication Studies (University of North Carolina at Charlotte)
COMM 3100: Communication Research Methods   Spring 2023
Advisor: Dr. Brandy Stamper.
- Organized and graded the coursework for 78 students.

COMM 1101: Public Speaking   Fall 2022
Advisor: Dr. Brandy Stamper.
- Organized and graded the coursework for 22 students.
- Created a playlist of tutorial videos on Youtube to introduce and explain public speaking strategies: Attention-getting strategies, Using support and creating arguments, Media to use for presentation aids, Keynote speaking.

Teaching assistant, Journalism School (Fudan University)
JOUR 120008: Introduction to Journalism   Spring 2020
Advisor: Dr. Di Cui.
- Organized and graded the coursework for 75 students.

Media Practice

Plastic Bridge Love Podcast Host   Xiaoyuzhou Platform
A culture-related Chinese podcast covering new trends   Nov 2021 – Present
- Presented on a diverse range of topics, including but not limited to dating applications, language learning, Shanghai lockdown, book reviews, women's health, and transgender studies.
- Hosted numerous guest speakers, including scholars and freelancers, to share their research and personal experiences with the audience.

People's Network Shanghai Channel News Editor   Shanghai, China
Journalist and News Editor   Summer 2018
- Published 15 news articles on various topics, including the 40th anniversary of China's opening up, the preservation of historic restaurants in Shanghai, and other relevant issues.

Academic Service and Leadership

Conference Reviews
Paper reviewer at AEJMC 2020

College and Department

Treasurer, the Communication Studies Graduate Student Association (University of North Carolina at Charlotte)

Jul 2023 – Present

Grants

Travel Grants

2023   Merit Scholarship for Conferences Expenses (University of North Carolina at Charlotte) $1500

Honors and Scholarships

Academic Awards

2020   Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)

2020   Outstanding Graduate Scholarship (Fudan University)   3000CNY

2018   Fudan Excellent Student (Fudan University)

2017,2018 National Endeavor Fellowship (Ministry of Education in China)

5000CNY

2017,2018 Outstanding Student Scholarship (Fudan University)   3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Programming

Statistical Analysis: SPSS, AMOS, STATA.

Others: LaTex, R Studio, Python.

Other Interests   Reading, Photography, Movies, etc.